(b) if so, the number of advertisements issued by the various Ministries in which the photograph of Prime Minister has been displayed in violation of the above instruction?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) The Prime Minister has instructed that his photograph need not be inserted in the advertisements issued by the Ministries, Departments and Public Sector Undertakings except in the case of events of national importance or on national events.

(b) DAVP has ensured that all advertisements issued through it, both for Ministries and Public Sector Undertakings, are in conformity with the instructions issued by the Prime Minister, as stated above.

New Commissioning Scheme

1849. SHRI P. K. MAHESHWARI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether DD plans new Commissioning Scheme to ensure commercial viability and quality programming;

(b) if so, the details thereof;

(c) whether Government are planning to generate revenue; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (d) Prasar Bharati, a statutory autonomous Corporation, has informed that Prasar Bharati Board has approved the scheme of Self Financed Commissioning (SFC). Under the scheme, the outside producer would be required to produce the programme at his own risk and cost. Doordarshan would market the programme, telecast it and make payment thereafter. The payment for the programme would be linked to its grading and viewership, measured through TAM ratings. The scheme is yet to be implemented.